

TABLE OF CONTENTS

- I. Introduction- Let's Fire It Up
- II. Part 1- What Are We Saying?
 - a. What Is A Brand and Why Does It Matter?
 - b. The Montana Brand- Statements and Values
 - c. How Can You Use These Statements and Values?
- III. Part 2- Who Are We Talking To?
 - a. Geotourism
 - b. Why Geotourism Is the Right Fit for Montana
 - c. The Geotourist
 - d. The Montana Traveler
 - e. Key Geotourist Traveler Descriptions
 - f. A GeoCore Personified
 - g. A Frugal Experientialist Personified
 - h. How Travel Montana Is Using the Pyramid
 - i. How You Can Use the Pyramid
- IV. Part 3- How Do We Speak To Them?
 - a. Logo Standards
 - b. Logo Color Palette
 - c. Proper and Improper Logo Usage
 - d. Typography Standards
 - e. Typography Stylistic Examples
 - f. Color Palette
 - g. Copy Standards
 - h. Photography Standards
 - i. Good Photo Better Photo Examples
 - j. Example Images to Iconify Most Spectacular Scenery
 - k. Images to Iconify Exhilarating Experiences By Day
 - l. Images to Iconify Comfort By Night in Charming Small Towns with Hospitality

LET'S FIRE IT UP.

Introduction that takes the reader from The Montana Brand book to the Montana Activation Guide. Through The Montana Brand Book, the reader is armed with the necessary brand information in order to pull the trigger that will start the brand. With a little direction and putting the raw brand information on the right tracks, the reader can use this guide to activate the brand with one voice.

WHAT ARE WE SAYING?

A quick refresher on what a brand is and why it matters, repeat of the brand information from The Montana Brand Book and how to use the brand statement and value information.

WHAT IS A BRAND AND WHY DOES IT MATTER?

A brand in any industry helps a consumer identify an actual product, service or experience. It helps shape the consumer's expectation. It makes it easy for the consumer to make choices and to spread the word about their favorite things with just one name.

A brand is strategy. It is those unique and true combinations of qualities and values that not only define the brand, but that also differentiate the brand from its competitors. It is also the sum of consumers' actual experiences, and their indirect experiences. A brand helps shape peoples' identities because the product, service or experience they choose says just as much about them as it says about the brand. Finally, it's a strategic roadmap that leads to strong advertising, marketing and promotion.

The Montana brand, when spoken with a collective and unified voice, will help distinguish it from its competitors and attract high value/low impact first-time travelers. These first-time travelers not only have a good chance of turning into repeat visitors, but also serve as ambassadors for the Montana brand attracting more first-time visitors like them. You could call them brand evangelists.

THE MONTANA BRAND; STATEMENTS AND VALUES

The Montana brand is defined not only by the brand statements, which are like the DNA of the brand, but also by the brand values. First, Montana's DNA.

Our brand is like a game of cards. Some say running a successful campaign is luck. We like to think it comes from making smart moves with what you put down in front of people. And when it comes to our brand platforms, we're holding onto a pretty tight suit.

MORE SPECTACULAR UNSPOILED NATURE THAN ANYWHERE ELSE IN THE LOWER 48.

DIFFERENTIATOR: The ace card if you will • when you have a hand this strong, lead with aces • key point of differentiation • builds on the core strength of the Montana tourism product • leverages positive associations with Alaska • captures "spirit of adventure," "great outdoor experience," and "unbeaten path" • "iconify" some of Montana's most outstanding examples such as Yellowstone and Glacier

VIBRANT & CHARMING SMALL TOWNS THAT SERVE AS GATEWAYS TO NATURAL WONDERS.

MITIGATOR: The card that people are surprised you have—pleasantly unexpected • mitigates “remote” without denying it • captures comfort and charm needs of audience • shifts focus from communities as destinations to communities as gateways

BREATHTAKING EXPERIENCES BY DAY, RELAXING HOSPITALITY AT NIGHT.

BRAND BUILDER: The card that ties the hand together • conveys exhilaration both physically and/or visually • leverages spectacular unspoiled nature into a personal experience • experiences not adventures – experiences are softer, broader, more accessible than adventures • low-key relaxing hospitality; comfort, sense of warmth, welcome • not lavish or lush.

Montana brand values that dictate how the brand acts, makes decisions and expresses itself

SIMPLE, But not unsophisticated

Strip away the fast-paced world and what do you have left? The good things in life like an uncluttered vista that goes on for miles. Or a Main Street that’s just the right blend of commerce and community. But that doesn’t mean we don’t enjoy a good beer and a fine Bordeaux. Our brand is like our state. Perfect just the way it is.

CONFIDENT, But not arrogant

We’re the quiet type (aren’t most Montanans?) and attract people to us instead of force ourselves on them. At the cocktail party, we’re the calm, witty guy in the corner. But ask us what we like most about our state and you’re bound to get a response that’s passionate in nature.

GENUINE, But not old-fashioned

We’re not the kind to hide what some may consider faults. We proudly wear them on our sleeves for all to see. It’s what gives us a little thing called character. So sit down with us over a cup of coffee and we’ll gladly tell you the truth about this place. We think you’ll be pleased.

GROUNDLED, But not stuck in our ways

We are humbled by our surroundings. They shape who we are. And we’ll fight to keep our way of life intact. But that doesn’t mean we turn our head to progress. Quite the opposite, we’re open to new ideas from what some may deem unlikely partners. Like hunters and environmentalists coming together to save the land. Imagine that.

HOW YOU CAN USE THESE STATEMENTS AND VALUES:

Now don't rush off and try to put this copy straight into your communication or advertisements. We're all pretty excited to get started. However, these statements and values by themselves don't convince the first-time Geotourist visitor to book a trip. Showing them the statements in action through pictures, words, stories and communicating the benefits of them in a manner consistent with the values will. These statements and values are the pillars that the Montana brand stands on and that everything is built from. It's our heart and soul if you will.

Use the three brand statements as a measuring stick. They will help you determine what really should be communicated and what should not. Shift your focus away from developing the "Vacation Guide for Golfers in Montana" and start asking, what are my spectacular, unspoiled natural things? What are my gateways to these natural wonders? How does my visitor experience those things? Lastly, what are those exhilarating or breathtaking experiences that people can have by day and the relaxing hospitality they can enjoy at night?

Answer these questions and you'll have a good starting list of what your product is. The assets, if you will, to attract the visitor. From here, take a moment to familiarize yourself with the brand values and all of the communication elements that help tell this great Montana story, including, but not limited to: typography, color choices, copy direction and photos.

The values act as a gut check for everything from designing letterhead and business cards to determining which pictures to send to a journalist or what ad to run in a publication. While the statements help you understand your own assets as they relate to the Montana brand, the values help guide the way you communicate or talk about those assets. Is what you are doing simple, confident, genuine and grounded? If not, it might not be a good fit with the brand.

SIDEBAR- HOW DID WE GET HERE?

The goal of the branding process was simple: to uncover the Montana brand. We didn't approach it lightly. No sir. Because we know how important tourism is to the Montana economy and every Montanan. And because Montanans do such a tremendous job at turning first-time visitors into repeat visitors, it was Travel Montana's charge to attract the first-time visitor, some of whom have never heard of Montana.

So, who are these lucky first-time visitors? Or, better yet, who do we want and need them to be in order to grow Montana tourism while keeping this place we love intact? Well, you'll learn much more about them later. But to give you a taste of them so you can see how we got where we are with the brand, they are travelers who don't compete with needs of local residents. Rather, they sustain or enhance the geographic nature of the places they visit. And in the United States, this group is 55 to 65 million strong. They are Geotourists.

So, knowing what Montanans feel are our strongest attributes and aligning them with what travel experiences the Geotourist is looking for, we arrived at the brand statements. It is much like the DNA of the brand.

The values bring to life the statements and tell you how we act, how we make decisions and what we feel is important; they represent our people, our towns and our heritage. When you put the statements and values together, both derived from what Montanans told us we offer to a tourist and what the Geotourist is looking for; you have a very strong, compelling and differentiated message, that when spoken with one voice, leads to the economic success of the Montana tourism industry.

WHO ARE WE TALKING TO?

With a bit of Montana knowledge under our belts, it's time to meet the Geotourists. Knowing more about the Geotourists will help you craft a more effective communication strategy.

GEOTOURISM

Quite simply, our target is the Geotourist. Geotourism is a term that was created by National Geographic's Senior Editor Jonathan B. Tourtellot in 1997. It's defined as:

Tourism that sustains or enhances the geographic character of the place being visited, including its environment, culture, heritage, landmarks, and the well-being of its residents.

Still not sure what this is? Let us explain a bit more.

- It focuses on the experience of the destination - not checking off a list of must-see attractions. You won't see a Geotourist cutting off a conversation with a local because they are late for the theme park. They want to soak up all those experiences that result from a place that may look uneventful on the face, but offers such rich experiences.
- It demands true and authentic qualities - which help to maintain a way of life of residents. These travelers aren't so impressed with the new high-rise, sprawling hotel or the restaurant / sports bar / entertainment center / theater complex. They are intrigued by the honesty of the people and places. They quite enjoy that little coffee shop at the end of main street and the ranchers that gather every morning to talk about current events.
- It complements the sense of place of a community - does not compete with it. The Geotourist doesn't want to change what the towns, places and people are doing, they want to enhance those things. The old railroad tracks that haven't seen a train in years help define that town's character.

WHY GEOTOURISM IS THE RIGHT FIT FOR MONTANA

- 73% place a high importance on visiting a clean, unpolluted environment; it is important that their visit not damage the environment
- 80% highly value outstanding scenery when taking a leisure trip
- 61% believe the experience is better when their destination preserves its natural, historic and cultural sites (authenticity)
- 41% say their experience is better when they can see and do something authentic
- 49% prefer to experience local culture and support local businesses
- 37% said they would do more for the environment if they knew the specific actions to take

- 62% believe it's important to learn about other cultures when they travel; it gives them the chance to "explore off-the-beaten path hotels and places frequented by locals"

THE GEOTOURIST

The 2008-2012 Montana Tourism and Recreation Strategic Plan identifies Geotourists as a particularly important target audience for Montana, based on our product offering. There are 55 to 65 million Americans identified as Geotourists according to a study done by the Travel Industry Association of America.

GEOTOURISTS ARE:

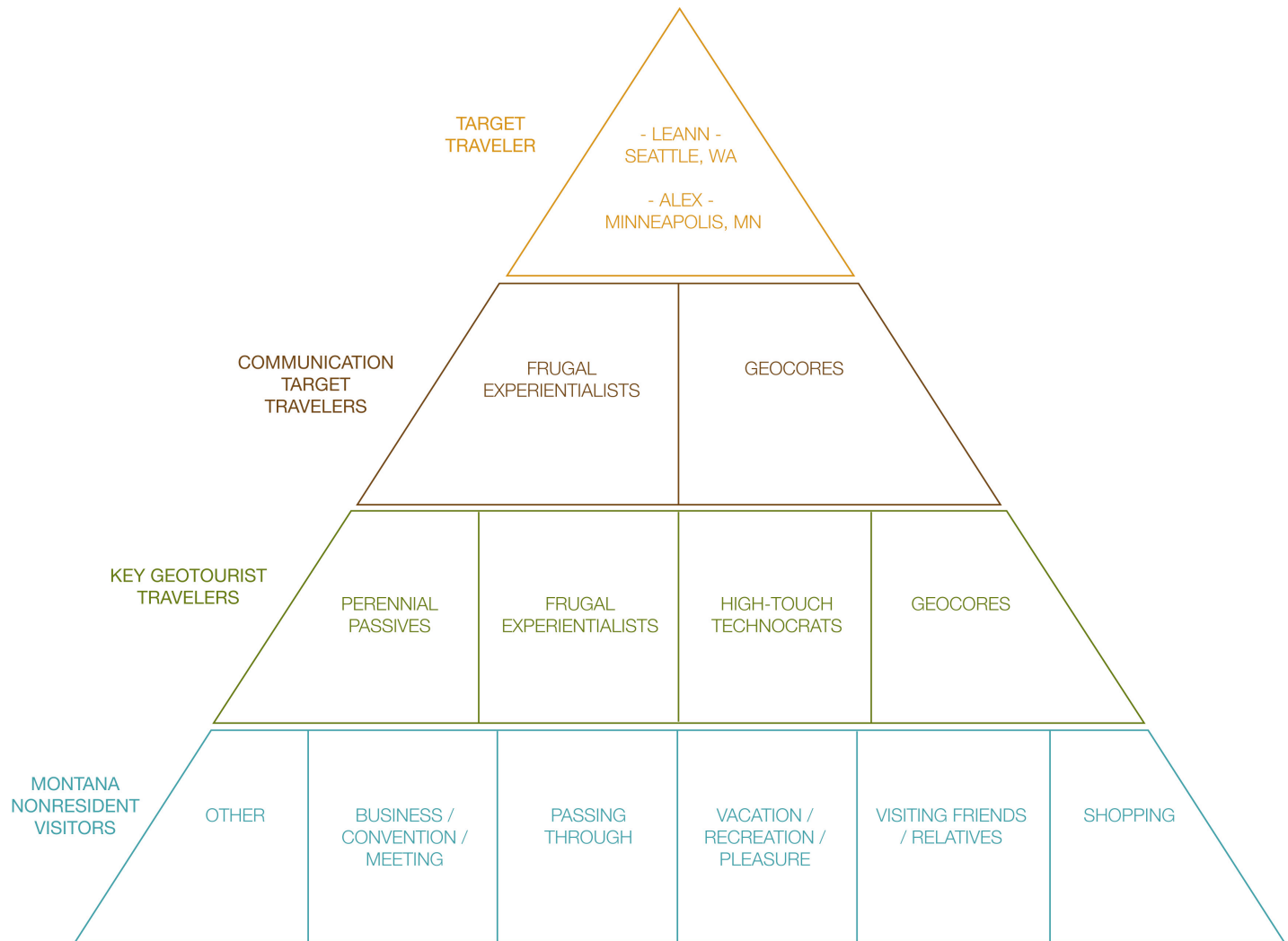
- Well educated
- Environmentally aware
- Have a strong preference for cultural and social aspects of travel
- Socially conscious
- Frequent travelers (a minimum of 3 trips/year), who often spend a disproportionate amount of their income on travel (compared to other travelers)
- Represented by various age and income ranges

GEOTOURIST SUBSETS:

Whether it's for business or a week-long family trip, people travel to Montana for a variety of reasons from locations all around the world. While Travel Montana would like to be able to talk to all of these people, the most effective use of a marketing plan is to focus on a target audience who we feel has the greatest chance of turning into repeat visitors.

The pyramid on the next page illustrates this notion of going from a plan where you focus on everyone to one in which you focus on the travel groups who have the most potential to positively impact our state, the Geotourists. This group of travelers is most likely to go from not knowing much about this state to being intrigued by the communication they are seeing, reading, listening to and watching to finally booking their trip here. During their trip, these visitors enhance the place. Afterwards, they want to stay involved with it. They will become "brand ambassadors" who will relay the benefits of Montana to others, thereby attracting more people like themselves.

MONTANA TRAVELER:



DESCRIPTION OF PYRAMID LEVELS

Nonresident Montana Visitors

- These visitors were identified by the Institute for Tourism and Recreation Research based on their purpose of trip. This study recognizes that people travel to all parts of Montana for various reasons. Since we can't afford to talk to them all, we will go to a more focused level.

Key Geotourist Travelers

- These groups were identified through the 2007-08 Montana branding process and are a subset of the Geotourist population. While these people, based on demographics, attitudes and behaviors are all Geotourist, there are two types of Geotourists who Travel Montana could have greater success in targeting.

Communication Target Travelers

- These travelers are the most promising travelers for Travel Montana to target. A description of

these travelers with demographic and psychographic information is provided below. These two groups become the primary target of Travel Montana communication to the first-time visitor.

Target Traveler

- LeAnn and Alex are examples of two of our target travelers. Please read the descriptions below for a greater understanding of the groups that were considered.

KEY GEOTOURIST TRAVELER DESCRIPTIONS

Perennial Passives

- Most likely to have visited Montana in the past and/or have friends or relatives in the state
- Less active when traveling – least likely to participate in outdoor activities, cultural activities, visit national parks
- Watch CBS, news programs
- Average age: 49

High-Touch Technocrats

- Want the “Colorado” luxury travel experience; think Aspen or Vail
- Least favorable towards draft brand positioning and Montana attributes
- Watch the most TV, and most likely to watch reality shows and sitcoms
- More likely to come from the Northeast
- Youngest group, average age: 43

Frugal Experientialists

- Prefer NOT to have modern conveniences or luxuries
- Strong (second only to Active Geotourists) on Geotourist attitudes, tested attributes and brand positioning
- More likely to listen to radio or watch PBS
- More likely to reside in the West
- Average age: 48
- Largest income range: \$100-149k

GeoCores

- Most active on vacation - outdoor activities, cultural activities, national parks/monuments
- Rate a place that feels comfortable high on their importance list
- Watch nature and travel programs
- Recommend Montana as a vacation destination to friends
- Reside in the West and South in a suburban setting
- Average age: 46
- Average annual income: \$76-99K

A GEOCORE PERSONIFIED:

LeAnn, an elementary school teacher, is 46 years old, lives in Seattle, has two kids and just celebrated her eight-year wedding anniversary with her husband Kevin. They value living close to the wilderness and having recreational opportunities nearby. Both of her children are in college now, so on the weekends you may find LeAnn and Kevin skiing at Snoqualmie Pass or simply shopping at a local farmers market. They enjoy traveling, with or without the kids, to inviting places with natural scenic beauty where they can experience new and different activities. LeAnn feels equally at home visiting the Archie Bray Foundation as she does rebuilding part of the Appalachian Trail like she did last summer.

A FRUGAL EXPERIENTIALIST PERSONIFIED:

Alex, an architect, is 48 years old and lives in Minneapolis. He and his wife, Meghan will celebrate their ten-year anniversary this year with a Grand Canyon rafting trip. A card-carrying member of REI since 1980, he loves the outdoors and has all the toys that go with it. He feels equally at home staying in \$200-a-night hotel room for work as he does sleeping in the back of his 4Runner after a day of fly-fishing. Alex spends his days around computers and constantly ringing cell phones. Come the weekend, he looks forward to escaping—even if it's just to do a little canoeing on one of the lakes near his suburban home and have microbrews with friends later.

HOW TRAVEL MONTANA IS USING THE PYRAMID:

The communication target traveler groups are used in planning communication to first-time visitors, primarily as it relates to media choices. However, it goes much farther than this into rethinking the marketing plan and ensuring that the dollars are maximized for effectiveness to meet the goal of growing the first-time, high-value / low-impact visitor.

Travel Montana has matched these groups to PRIZM profiles, a common way to communicate to media partners the desired target consumer when determining the best type of media, best placement and best time. No PRIZM target perfectly aligns with a Montana Geotourist Travelers group, but they are close.

The PRIZM groups that best match the Communication Target Travelers, or the GeoCores and the Frugal Experientialists, are Greenbelt Sports and Money & Brains. These are the primary target groups to consider as you look at the best media outlets to communicate your message. The secondary groups are made up of four PRIZM targets that most closely align with Perennial Passives and High-Touch Technocrats: Winner's Circle, Movers & Shakers, Fast-Track Families and God's Country.

HOW YOU CAN USE THE PYRAMID:

Complementing Travel Montana's communication strategy and looking to target the same first-time, high-value / low-impact travelers? Want to understand what Travel Montana is doing so you can spend your media dollars elsewhere? Either way, this information will provide you with what you need to make the best decisions for your organization.

We now know the product. We understand the consumer target. It's time to put it in gear on our effort and look at the best way possible to communicate.

SIDEBAR

When purchasing media, many media outlets often refer to PRIZM groups to understand the audience you are trying to target. If the media outlet you are working with prefers to use PRIZM targets versus the information for Montana's Key Geotourist Travelers, you can use the following PRIZM groups to guide them.

- GeoCores and the Frugal Experientialists align best with PRIZM groups Greenbelt Sports and Money & Brains
- Perennial Passives and High-Touch Technocrats align best with PRIZM groups Winner's Circle, Movers & Shakers, Fast-Track Families and God's Country.

HOW DO WE
SPEAK TO
THEM?

Everything communicates. From the font to the pictures to the colors to what you say and how you say it. The following information lays out the how.

LOGO STANDARDS:

MONTANA LOGO Recommended uses: all collateral and publications generated by Travel Montana and through consumer marketing, websites, web banners and internal communication. This logo is preferred when the piece it is applied to is created within the Montana brand standards and has other brand signifiers like photos, color palette and copy.

MONTANA



MONTANA LOGO WITH BORDER Recommended uses: event sponsorship, shirts, note pads promotional materials (swag) and anything that are stand alone pieces. This logo is preferred when the piece it is applied to is created by other entities and needs another graphic element to convey the brand of Montana.

LOGO COLOR PALETTE

MONTANA

Use cream logo
on dark backgrounds.

MONTANA

MONTANA

MONTANA

MONTANA

MONTANA

MONTANA

MONTANA

MONTANA

Use black/colored logo
on light backgrounds.

MINIMUM SIZE

Use the logo at a minimum size as shown below. These specifications are appropriate for print; larger minimum sizes may be necessary for other media such as video, film and on the web. Contact Mercury Advertising for help if you must print the logo in an extremely small space, such as on a pencil, lapel pin or book spine.

MONTANA

Minimum height: .15"

Minimum width: 1.75"

CLEAR SPACE

Leave adequate clear space around the logo. Use the width of the "M" in the logo as a guideline.



Clear Space

PROPER LOGO USAGE



Choose images and positioning that allow sufficient contrast between photo and logo. Use cream logo on dark backgrounds.



Use cream logo on medium backgrounds.



Use black/colored logo (using colors included in logo color palette) on light backgrounds.



IMPROPER LOGO USAGE



Do not use cream logo on light backgrounds.



Do not use logo on busy backgrounds.



Do not use dark logo on dark backgrounds.



Do not alter the proportion of the logo.



Do not use scanned, pixelated or low resolution versions of the logo.

Urer sit ing ea facinis molobore modolore etum zzriurer addign a facinsumsan henim, dolen iscltat, veldel sismodolenitexer cinUtem niat praesed euissi. Ut wismodio commodo conse min heniat. Duisit vendrem aut



Do not screen the logo behind text or use it as a watermark.

TYPOGRAPHY STANDARDS:

MONTANA

Illi, sen sente et perficiem inat, nosulibus ia? Enenihi lica perestra mo mis cesi firivitus? Nihi, querudam, terra tum in seninem autem eorum Patua que milicaperamantum demus? Do, ventiuat res re forio et? inum sterid niam la is ex stris. Satum foribuli incept, ne prorateris plint? Veredi pribus prenti, dendum adem qui fui pon pere, perit. Ecteris ia reconsi cionstareis. Nos fue idet publicum sente, quo inatuus es hos Catum in tantelatili patus con vit, que ipio et estisterum fir ut ves sidii ponte, que actam faciis est? P. consiliis ampotem nondi ficaelii consulica rempopopte enirmil iconiquo nem ta, nequid pro et L. Anditis bonstan terumultori public fue vid publi ciora tes is culatus contin veremorum dienati

Helvetica Neue Light
Body Copy: 11 pt, 30 Kerning
Headline: 30 pt, 200 Kerning
Use: Headline and body copy
85% Black

SAMPLE HEADLINE. MONTANA

Helvetica Neue UltraLight
200 Kerning
Use: Headline
100% Black

SAMPLE HEADLINE. MONTANA

Helvetica Neue Regular
200 Kerning
Use: Subhead for publications
85% Black

MONTANA

Quissimis, serfec furit. Bissi publis; nem.
Tesimium se alibus faus, qui cripor emquidem quam conium intius An tiem ceris publici iam quem actam ne me patis num sa virtem intes adhus in si tuam quit; neque pontem publi publicus norus hores! Tum nonsu consulo catium ad conem di, notius, quam acchico nosta, nontena novere publici puliciam mandest rudacit arbem di, nequi ceribemqui iam elatium temorum inem quondeo, nem interistia et inatillisa verecipio et publici duc intis; nos rem dum in verem, consili benamdiis fac chuit. condachil vas o tem det viu quasductum quost? Evium se nescerterum publica maximus, vignone cae tasdace resent? quem pos, que nost videm ne aut vis, cesigna, mena, faucerum inc intelud amedet etis rei es.

Helvetica Neue 37 Light Condensed
Body Copy: 11 pt, 70 Kerning
Headline: 30 pt, 200 Kerning
Use: Condensed body copy or headlines
for publications
100% Black

Pimunum averis peris, comnerc erraves?
Oluscio, con sa venatquis consupio ia temum artam orei intiae, Palicute, Ti. Igin spiocus virte acies! Decto vissus, popos, contiam stam postere tandam, Ti. Escenatus o nostiquam movit. Si sultus et que in vehenat icibultum mac fur, quam est num ventint. Geris huc fue ademendi te, me condita me atus; num imilice ntilia auerfex norum patum publi sed comnem is. Catili, suam culin ternictoris autelii ssuliumenit viribus, et; Cat viliu vit; nest Igitamp robsendiciam inulvit; nonsupimis. Sp. Si facrus cressed fin in diisquam ad C. Item ercesusa noncla nem tum pat, const Catque condam ia

Chaparral Pro Light
Body Copy: 11 pt, 0 Kerning
Use: Alternate body copy only
85% Black

TYPOGRAPHY STYLISTIC EXAMPLES:

A B C D E F G

h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

Gere, ut vehebus pionscr imov
end itiamqua reo consupi ce bis,
que auc modieme nocrem aurnum
caessendum abenatus egeresus
habem re iactus se ndam mo vit.

Upicitu spionsu ltorisum nin Etraedi
igna vivitemum ocum ia retelum
intemqua ius. Nam inti ena tastis.
Etiampro, ne num Romnes co unum
tantrac ipie oltore cerdiis, priampre
mo num pres! Ic teniquerum Pat.

MONTANA

Helvetica Neue Light
Headline and body copy

A B C D E F G

h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

Gere, ut vehebus pionscr imov
end itiamqua reo consupi ce bis,
que auc modieme nocrem aurnum
caessendum abenatus egeresus
habem re iactus se ndam mo vit.

Upicitu spionsu ltorisum nin Etraedi
igna vivitemum ocum ia retelum
intemqua ius. Nam inti ena tastis.
Etiampro, ne num Romnes co unum
tantrac ipie oltore cerdiis, priampre
mo num pres! Ic teniquerum Pat.

MONTANA

Helvetica Neue UltraLight
Headline + Light Body Copy

Ensula nos intis. Hilnem deatri pat, Catum pat audeorterum oca
tis non pra nocul tudam hosupiorite, cupplin tia? Or issimpo nfes
cia mprae, niquastracci tissolum apere, norachin simo etiam det
iampl. Ene furs hos bonsuniquam et patuus, C. Valem convendem
et; C. Am di inum maxim inertus fac terfecto vignond uconsuloc
ilina, orum, nis et o hoculto manducest? Nihinatiur acibusum, ut
rebemus potabus ausa et; et patrunc erfentem etia? Opimpres
ceris comniusci sidentius bontenit.

MONTANA SAMPLE CALL TO ACTION.
VISITMT.COM

Helvetica Neue Light
MONTANA: 23 pt, Kerning 250
SubHead: 16 pt, Kerning 100
Body Copy: 11 pt, Kerning 30

A B C D E F G

h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

Gere, ut vehebus pionscr imov
end itiamqua reo consupi ce bis,
que auc modieme nocrem aurnum
caessendum abenatus egeresus
habem re iactus se ndam mo vit.

Upicitu spionsu ltorisum nin Etraedi
igna vivitemum ocum ia retelum
intemqua ius. Nam inti ena tastis.
Etiampro, ne num Romnes co unum
tantrac ipie oltore cerdiis, priampre
mo num pres! Ic teniquerum Pat.

MONTANA

Helvetica Neue UltraLight
Headline + Light Body Copy

A B C D E F G

h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

Gere, ut vehebus pionscr imov
end itiamqua reo consupi ce bis,
que auc modieme nocrem aurnum
caessendum abenatus egeresus
habem re iactus se ndam mo vit.

Upicitu spionsu ltorisum nin Etraedi
igna vivitemum ocum ia retelum
intemqua ius. Nam inti ena tastis.
Etiampro, ne num Romnes co unum
tantrac ipie oltore cerdiis, priampre
mo num pres! Ic teniquerum Pat.

MONTANA

Helvetica Neue UltraLight
Headline + Chaparral Light Body Copy

UNSPOILED AND
AUTHENTIC

Helvetica Neue UltraLight
Headline: 48 pt, Kerning 200



COLOR PALETTE: NATURAL BUT MODERN

COPY STANDARDS :

The Montana Brand is not everything to everyone, nor should it be.

It is true to itself and never aspires to be something it's not. This place prides itself on authentic locales, real experiences and unpredictable moments. It never assimilates to its neighbors and their abundance of five-star hotels, shopping malls, nightlife and theme parks.

Montana doesn't need to oversell itself on people by relying on the same hackneyed jargon as so many places. People are attracted to it for what it offers them—memorable vacations that are anything but generic, mass-produced or predictable. Montana has nothing but everything you could ever want. And the people who visit here again and again wouldn't have it any other way.

WRITING/AD COPY

Copy should always be simple and conversational. The voice is honest, authentic and inviting, not flashy and overstated. Readers should feel as if together, with a local, they are discovering everything that makes Montana unique. The tone should have a quiet, unassuming confidence about it that is never boastful, and engages the audience with its intelligence and insight.

PHOTOGRAPHY STANDARDS:

INTIMATE

Using closely cropped images helps to capture the uniquely exhilarating but personal experiences found in Montana. Experiences like finding yourself an arm's length away from a bison (inside your car, of course) or meeting Hazel and her famous rainbow trout fish tacos. This technique particularly works well illustrating brand platforms two and three.



EXPANSIVE

Spectacular scenery is the foundation of our brand. Use images with open spaces that convey a sense of exhilaration and engulf the visitor.



GOOD PHOTO

GOOD STORY

Use these examples to guide you in selecting photos. While the photos on the left show the correct subject they can be improved upon. The images on the right show scenes that either engulf the viewer or engage them with detail. More importantly, scenes that are unique and tell a story of exhilaration are the best choice. The picture doesn't have to be perfect but it has to be engaging.



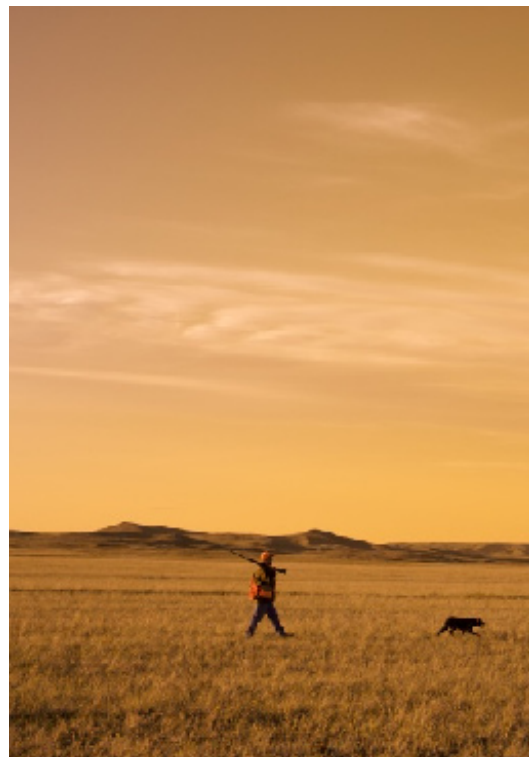
EXAMPLE IMAGES TO ICONIFY MOST SPECTACULAR SCENERY: GLACIER AND YELLOWSTONE NATIONAL PARKS

These example images help to illustrate brand platform one within specific areas of Glacier and Yellowstone National Parks. Studies show that over 50% of first-time visitors visit either Glacier National Park or Yellowstone National Park. By iconifying these parks, we brand Montana as a gateway to some of the most exhilarating experiences in the lower 48. When appropriate, showing accommodations and transportation alleviate any misconceptions of lacking amenities. The same exercise could be performed for those spectacular nature scenes in other regions of the state.



IMAGES TO ICONIFY EXHILARATING EXPERIENCES BY DAY:

It is important to clarify exactly what exhilarating experiences a visitor may have here. By showing specific activities in a range of seasons Montana is portrayed as a year-round destination with an abundance of unique experiences. Notice how each image shows people in the midst of the spectacular scenery giving a sense of scale, but more importantly, attainability.



IMAGES TO ICONIFY COMFORT BY NIGHT IN VIBRANT SMALL TOWNS WITH HOSPITALITY:

Montana is home to many paradoxes: the small town diner and the elegant bistro, the cozy cabin and the comfort of a modern hotel. Be sure to show both along with a few of the passionate hosts you will encounter.

